



Sales	Retail
1221	1222
1222	1223
1223	1224
1224	1225
1225	1226
1226	1227
1228	1229
1230	1231
1232	1233
1234	1235
1236	1237
1238	1239
1240	1241
1242	1243
1244	1245

J. S. (Jeff) RUMBERGER  
Key Account Manager

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10 March, 1998

**IMPORTANT - RESPONSE / ACTION REQUIRED BY 3/23/98**

TO : MONEE ANAYA DENNIS BELLINGER  
DENNY BOMGARDNER JIM BRYANT  
MARIANNA CONROY CHRIS HUFF  
LINDA ZELLES

RJR ROM'S AND RBM'S

SUBJECT: **SOUTHLAND - 7-ELEVEN - C.I.D. 0001-XX-XX**  
**JUNE DORAL B2G1F - B1G1F**

Ladies and Gentlemen,

In recent months we have worked through many issues, both on the retail and wholesale side, to enable RJR to implement our Value Added Program in 7-Eleven stores.

It is important that you understand how the 7-Eleven VAP order process currently works :

- Each week, all stores (Corporate and Franchise) receive an MIP (Merchandise Information Packet) from Southland Corporate. This packet contains many assorted product surveys/items.
- Stores enter orders through McLane. Each VAP survey sheet has a UPC bar code and item number. Stores order the VAP Promotion using this code. The survey sheets also contain promotion specifics (description, size, UPC #'s, order dates, delivery dates, etc.) I have attached the June Doral B2G1F/B1G1F Survey Sheets for your review.
- Upon ordering the promotion, the store can expect delivery through McLane as noted on the survey sheet.

cl:JSR310f

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We are attempting to work through the issues as it pertains to VAP, within the framework of three (3) systems; i.e., 7-Eleven's, McLanes, and RJR's. Several issues are still unresolved that will impact our *June Doral B2G1F/B1G1F* promotions. In lieu of this, I am requesting your assistance as follows :

**In order to effectively distribute the *June Doral B2G1F* or *B1G1F* to 7-Eleven locations, the following procedures must be followed :**

- ① Managers with Southland Division Responsibility must ensure that all 7-Eleven store numbers are in SIS under the "M31" store number field **by March 30, 1998.**

**Note :** This is different from the store name field - the number can be listed in both fields; however, **IT MUST BE LISTED IN THE STORE NUMBER FIELD ON THE "M31" SCREEN.**

- ② Managers with Southland Division responsibility need to conservatively **estimate** the total number of *Doral B2G1F* or *B1G1F* sku's needed for their respective Southland Division **BY RJR REGION**. Managers must communicate these estimates to appropriate RJR Regions **by March 23, 1998.**

**Important :** Display estimates should be only for stores using McLane as their primary supplier and should be based on a maximum order of one (1) sku per store.

**Attention ROU's :** This estimate of sku's should be held out of the *June Doral B2G1F/B1G1F* VAP template.

- ③ RJR Regions should hold aside the number of corresponding displays.
- ④ Once the survey lists are received from McLane, ROM's will break down by McLane Distribution Center, by Promotion (B2G1F/B1G1F), and 7-Eleven store number.
- ⑤ ROM's will manually transfer allocations to the appropriate Region who will order to the respective McLane Distribution Points.
- ⑥ ROM's posting procedures will be discussed in the ROM meeting in Winston-Salem.

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We are working to develop a system that will avoid manual transfers moving forward.

If you have any questions relative to the above process, please do not hesitate to contact Jeanne Swisher (AE) or myself.

Sincerely,

*Jeff*  
Jeff S. Rumberger

/cn

cc: Jeanne Swisher, Tom Sullivan, David Gramley, Chris Minner, Sharon Reid, Tom Odom, Paul Letourneau, KAM's/AM's w/McLane Divisions, RSM's, AVP's

cl:JSR310f

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## NEW PRODUCT INFORMATION

First Order Date: 18-Mar-98 Page: 004 Ref: R167

<b>LOCAL MARKET INFO</b>				<b>Shipping Unit:</b>		<b>DSPLY/20 deals</b>		<b>Deal</b>					
Supplier: McLane				**Estimated Cost									
Suggested Order Qty: 1 (DSPLY/20 deals)				Suggested Retail									
Last Order Date: 03/27/98				GP\$ / GP%									
Seasonal/In & Out: PreBook				*Cost may vary due to different freight brackets.									
<b>UPC</b>		<b>SLIN</b>		<b>McL UIN</b>		<b>DESCRIPTION &amp; SIZE</b>		<b>Core</b>		<b>X</b>		<b>Optional</b>	
0 12300 41865		121237-2		846774		DORAL Buy 1 Pack Get 1 Pack Free Display							
Other Pack Size Available:				20 presleeved deals in display pack									
				(Greater Midwest-Michigan ONLY, Chesapeake-Washington Metro & Maryland ONLY, Northeast, Northwest, Southwest-California and Nevada Only)									
<b>PRODUCT INFORMATION</b>						<b>MARKETING SUPPORT</b>							
Mfg: RJ Reynolds						* 20 presleeved deals of 1 full revenue pack and 1 free pack							
Category: Black & White/Private						* Scannable (Sleeve) UPC - 0 12300 23797							
Sub Category: Regular Full Flavor						* Orderable (Display) UPC - 0 12300 41865							
PSA: 120101 PMA: 60						* MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER							


  

DORAL BUY1GET1 FREE DSPLY  
ORDER 1 = DSPLY/20 deals



846774

**Pre-Book**



121237

<b>PREBOOK</b>											
SURVEY ITEM : #464											
Order From : 03/16/98											
Order To: With your regular order on or before: 03/27/98											
Ship Week Of : 06/15/98											

<b>CONSUMER INFORMATION</b>								<b>OTHER COMMENTS:</b>							
All Stores	Asian	<input checked="" type="checkbox"/>	Gender: Both	Age Group: 21 +		* MUST BE AN RJ REYNOLDS PARTNER TO ORDER									
	Black	<input checked="" type="checkbox"/>	\$40K +	Hi											
	Hispanic	<input checked="" type="checkbox"/>	Income \$25-\$40K	Kids Med											
	White	<input checked="" type="checkbox"/>	To \$25K	Low											
Purchase Behavior:		<input checked="" type="checkbox"/>	Planned	<input checked="" type="checkbox"/>	Impulse	Customer Usage:		<input checked="" type="checkbox"/>	Immediate	<input checked="" type="checkbox"/>	Take-Home				

<b>ORDER AND DISPLAY</b>											
Estimated Allowances: (Shown Off-Invoice)											
						From:		To:			
						From:		To:			
Bill-Back: (Shown on Merchandise Report after rebate received from vendor)						From:		To:			
						From:		To:			
Product Dimensions: W 6.5" L 11" H 12"						Code Life: 12 months		Open		<input checked="" type="checkbox"/>	Closed
Recommended Location: Back bar/counter/clerk serve area where restricted											
Special Handling (Frozen, Dry, Refrigerated): Dry											
<b>Why you should carry this product:</b> <ul style="list-style-type: none"> <li>Value added to customer at no added cost to the store</li> <li>Promotions experience rapid sell through</li> <li>Generates multi-pack purchases</li> <li>This is a seasonal/in-out item. It may be kept in stock through 03/27/98</li> </ul>											

PRE-BOOK / PROMOTIONAL

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Franchisees, as independent contractors, are not required to purchase this product, to purchase it from the vendor noted, or to utilize Southland's suggested retail pricing.

Revised 11/20/98

## NEW PRODUCT INFORMATION

First Order Date: 16-Mar-98


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Ref: R169

<b>LOCAL MARKET INFO</b>				Shipping Unit:		DSPLY/21 deals		Deal	
Supplier: McLane				** Estimated Cost					
Suggested Order Qty: 1 (DSPLY/21 deals)				Suggested Retail					
Last Order Date: 03/27/98				GP\$ / GP%					
Seasonal/In & Out: PreBook				*Cost may vary due to different freight brackets.					
UPC		SLIN	McL UIN	DESCRIPTION & SIZE		Core		X Optional	
0 12300 41874		121236-4		DORAL Buy 2 Get 1 Free, Display					
Other Pack Size Available:				21 presleeved deals in display pack AND 7 open stock revenue packs					
				(Central except Utah & Kansas City)					
<b>PRODUCT INFORMATION</b>				<b>MARKETING SUPPORT</b>					
Mfg: RJ Reynolds				* Display kit will contain 21 presleeved deals of 2 revenue packs and 1 free pack plus 7 regular open stock packs					
Category: Black & White/Private				* Scannable (Sleeve) UPC - 0 12300 23851					
Sub Category: Regular Full Flavor				* Orderable (Display) UPC - 0 12300 41874					
PSA: 120101 PMA: 60									


  

DORAL BUY2GET1 FREE DSPLY  
ORDER 1= DSPLY/21 deals



1212364

Pre-Book



121236

<b>PREBOOK</b>					
SURVEY ITEM : #465					
Order From : 03/16/98					
Order To: With your regular order on or before: 03/27/98					
Ship Week Of : 06/15/98					

<b>CONSUMER INFORMATION</b>						<b>OTHER COMMENTS:</b>					
All Stores  <input checked="" type="checkbox"/>	Asian	<input checked="" type="checkbox"/>	Gender: Both	Age Group: 21+	* MUST BE AN RJ REYNOLDS "PARTNER" TO ORDER						
	Black	<input checked="" type="checkbox"/>	\$40K +	<input checked="" type="checkbox"/> HI							
	Hispanic	<input checked="" type="checkbox"/>	Income \$25-\$40K	<input checked="" type="checkbox"/> Kids Med							
	White	<input checked="" type="checkbox"/>	To \$25K	<input checked="" type="checkbox"/> Low							
Purchase Behavior:		<input checked="" type="checkbox"/> Planned	<input checked="" type="checkbox"/> Impulse	Customer Usage:		<input checked="" type="checkbox"/> Immediate	<input checked="" type="checkbox"/> Take-Home				

<b>ORDER AND DISPLAY</b>							
Estimated Allowances: (Shown Off-Invoice)							
				From:		To:	
				From:		To:	
Bill-Back:				(Shown on Merchandise Report after rebate received from vendor)			
				From:		To:	
				From:		To:	
Product Dimensions: W 6.5" L 11" H 12"		Code Life: 12 months		<input type="checkbox"/> Open		<input checked="" type="checkbox"/> Closed	
Recommended Location: Back bar/counter/ clerk serve area where restricted							
Special Handling (Frozen, Dry, Refrigerated): Dry							
Why you should carry this product: <ul style="list-style-type: none"> <li>Value added to customer at no added cost to the store</li> <li>Promotions experience rapid sell through</li> <li>Generates multi-pack purchases</li> <li>This is a seasonal/in-out item. It may be kept in stock through 03/27/98</li> </ul>							

PRE-BOOK / PROMOTIONAL

51853 5349

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Revised 11/20/96